

Fulfilling our mission as a responsible energy supplier to build a sustainable society

Keep fulfilling our mission of contributing to comfortable and environmentally friendly consumer lifestyles

Since its establishment in 1951, Kyushu Electric Power has made safety a top priority in stably supplying the electricity that is essential to the daily lives of customers and community progress. We have coordinated with communities in such areas as daily facility maintenance and inspection, technical development, power source diversification, and operational efficiency initiatives.

While the economy has shown signs of recovery, the outlook remains unclear because of such concerns as deflation and worsening unemployment. We believe that the operating environment will change even more over the longer term because global energy demand is soaring and it is becoming harder to secure energy sources, while global environmental issues are becoming increasingly important.

We formulated our Long-Term Management Vision in March 2009 to respond to dramatic changes in the business climate and meet our facilities requirements as an electric power company in the years ahead. We also established the Medium-Term Management Policy for 2009 to 2011 to realize this vision and address Medium-Term developments.

As a responsible energy business, we will draw on this vision and policy in daily endeavors to provide our customers with services that deliver comfort and are environmentally friendly.

Looking ahead to ensure stable power supplies while tackling global environmental issues

To ensure long-term energy stability and help materialize Japan's goal of becoming a low-carbon society, we have positioned nuclear power as a central source of electricity. We are also proactively deploying solar, wind, and other forms of renewable energy. As part of this approach, we

are developing more efficient facilities while maintaining their predecessors to ensure long-term stability and efficiency.

We ensure that our nuclear operations are safe and stable and pursue proactive disclosure. We are working to complete the No. 3 unit of the Sendai Nuclear Power Station by FY2019, and are engaging in community-based activities to secure local understanding and cooperation for this project. We started pluthermal operations at the No. 3 unit of the Genkai Nuclear Power Station in December 2009, with safety remaining our number one priority. We are increasing the capacity of spent-fuel storage facilities at our nuclear power stations and are looking into building intermediate storage sites.

We will push ahead with measures to accommodate voltage and frequency fluctuations as we increase the use of solar and other renewable energy sources. We will also explore a next-generation power system that can very reliably maintain supplies of high-quality electricity as renewable sources become mainstream.

Contributing to build a sustainable society in Kyushu, Asia and around the world

While driving forward with solar generation, deploying electric cars, and other environmentally friendly business activities, we are collaborating with customers and their communities to develop renewable energy sources that take advantage of local characteristics.

Particularly in Asia, we are taking advantage of our technologies and expertise to cultivate high-efficiency thermal, geothermal, wind power, and other renewable power operations while cultivating energy conservation and environmental consulting services. Such efforts aim to stabilize energy supplies and reduce CO₂ emissions.

We are additionally raising compliance awareness internally and are conducting business fairly to earn community trust.



Reviewing work styles and organizational structure to respond to the needs of people of all ages for the future

We are reviewing our business operations and organizational structure in light of the potential impact of a falling birthrate, an aging population, and a changing employee age composition. While responding to new needs of society and the employees, such as by enhancing work-life balance and encouraging more female involvement in workplaces, we aim to build an organization in which all employees can reach their full potential and optimize job satisfaction, and grow.

Ensuring safety-first principle and building a corporate culture of safety

We have undertaken disaster-prevention initiatives, making safety the basis of our operations. Tragically, an accident during a regular inspection at the Sendai Nuclear Power Station in FY2009 resulted in a worker fatality and several injuries.

We report on the accident and our preventive measures on page 14 of this report. We are committed to preventing a recurrence of such a tragedy, and will work with Group companies, suppliers, and vendors to uphold our safety-first principle by reviewing safety promotion and management systems and enhancing education and training. We will build a corporate culture that prioritizes public and worker safety above everything while ensuring that we maximize the social safety of our facilities.

Strengthening stakeholder engagement

To further reinforce our CSR initiatives, we make efforts to listen to customers and other stakeholders, such as through publication of this report. We intend to reflect feedback in our endeavors. We would like to thank all

who contributed their valuable opinions.

We identified the most important issues based on stakeholders' opinions and presented them in this report. We have decided to communicate more proactively by producing a new leaflet that explains stakeholders' greatest concerns.

We also produced a detailed version of this report to provide a full picture of our CSR initiatives, posting it on our website, so please refer to it.

We aim to further improve our CSR activities through such communications, thinking and acting in tune with communities to build a sustainable society.

We look forward to your feedback.

June, 2010



Toshio Manabe
President

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